



# Packaging development

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## Challenges for the industry today

The markets and the requirements for packaging are continuously updated regarding packaging material, increased transportation efficiency, reduced cost, minimized product waste, new sale channels and not to forget environmental and sustainable aspects.

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## Service and approach

When collaboration with AFRY you gain access to a broad expertise in the field of packaging. We are involved in every step of the circular packaging value chain, both in a broad and detailed perspective.

We typically begin by identifying your needs and constraints. From there, we move on to develop design concepts and proposing suitable materials. We create prototypes and conduct necessary testing before moving forward to the finalization of the design and necessary documentation. Throughout this process, we maintain constant communication with you.

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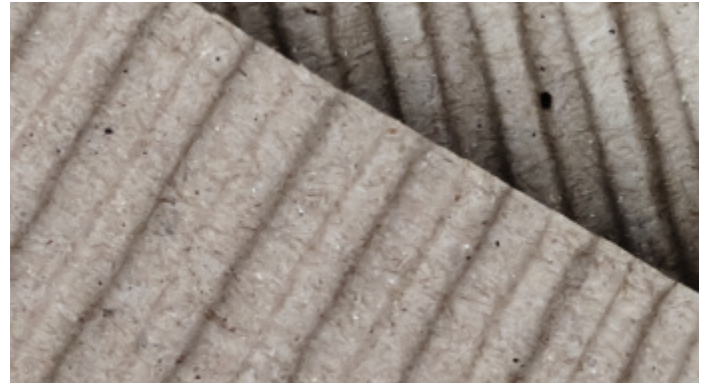
## In our portfolio we have tools such as:

- Lectures and workshops
- Material knowledge
- CAD-design
- Packaging & pallet optimization

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## Result

New and/or optimized packaging solutions developed for your needs, requirements, and markets.



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## Content of the offering

**Challenges:** Meeting the constantly changing and evolving requirements on packaging.

**Approach:** Identifying your needs and delimitations and from this develop your requested packaging.

**Outcome:** A supplier-independent packaging solution that fulfills market demands and aligns with your needs and requirements.

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## Expected outcome

- 2D- and 3D-drawings and specification
- Material recommendation for an optimized performance through the packaging value chain
- Sustainable consumer – and transport packaging
- Optimized packaging functionality in all steps of the packaging value chain